

## Abstract

Sentiment Analysis is based on subjectivity research, in other words, determining the feelings of messages from users regarding some topics, products, movies, music, etc. That should be judged in terms to classify the polarity of a document, sentence, or aspects level. This discipline, also called *Opinion Mining*, has useful applications in areas such as Political Science, that permits numerous application and possibilities analyzing trends, evaluation of public opinions, among other insights.

This study wants to measure the impact of social networks: *Twitter*, concerning to general elections in Spain, held on December 20, 2015. As a result, it's seeks to answer how *Twitter* influences the opinion of user about the various political actors when the elections are approaching. In addition, this could influence the evolution of the polls or how it has affected the political parties by using the feedback from the users?

For instance, it's essential to determine the location of users and through it, could be established the regions with the most influence on the results of these regions. In order to get reliable results, it have established two periods, the pre-elections before 20-D, and post-elections two weeks after this date, as a control period.

In essence, the purpose of this research is to focus on the support of the growing influence of twitter in activities such as elections and deduce the potential influence of social networks in time of a decision to choose a determinate candidate and political party and with those results, we seeks to establish new research methods based on algorithms and replicability also on other fields. The main beneficiaries of this research will be social scientists, the media, political parties and others stakeholders.

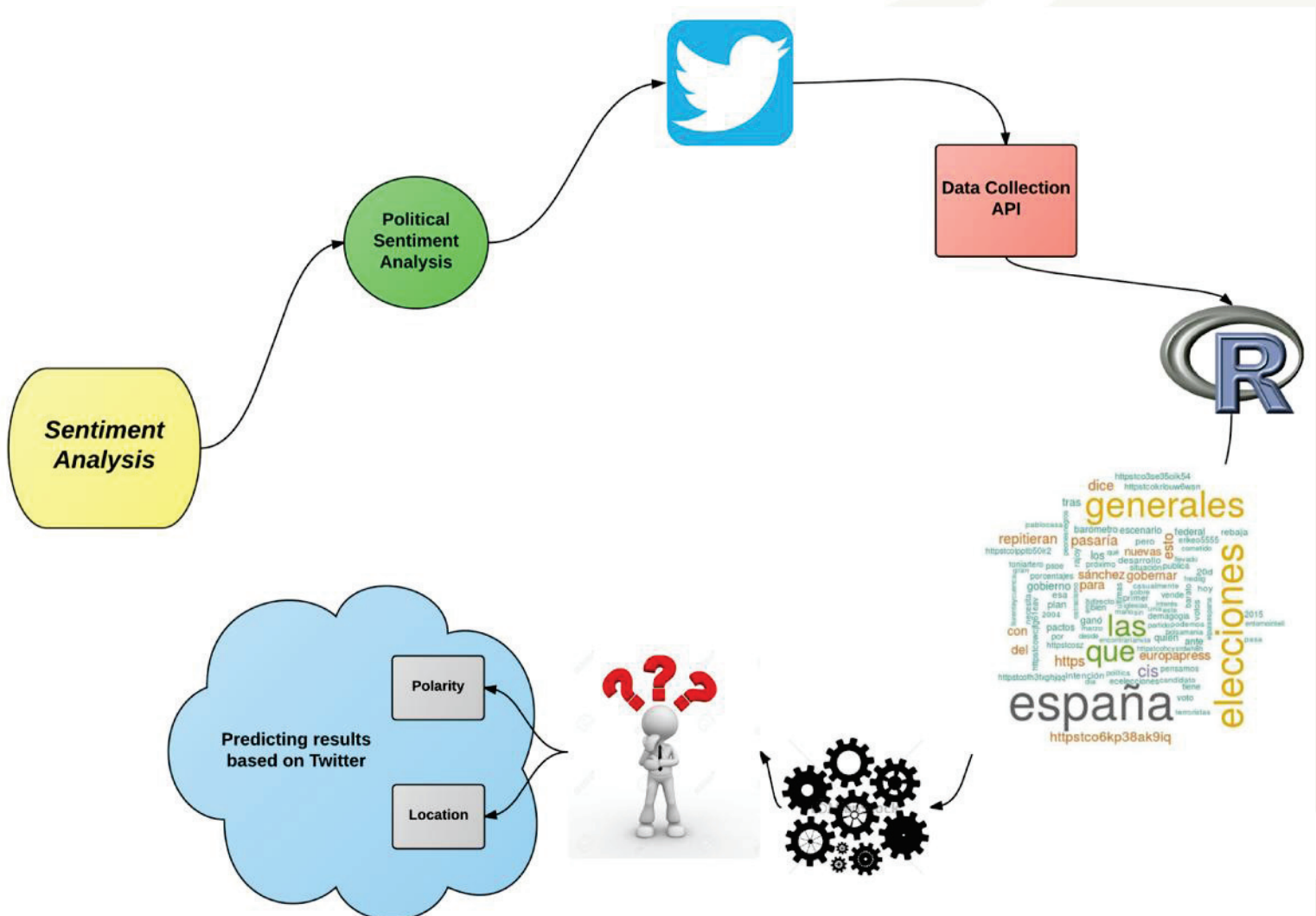


Figure 1. Research description and methodology